

Let's Move Volusia's YOUTH Coalition Meeting

Wednesday, November 30, 2011

2 p.m. to 3:30 p.m.

Conference Room C, Volusia County Health Department



In attendance:

Name	Agency
Bell, Lucy	Daytona Beach Chapter of the Links
Cogdell, Byron	Halifax Health
Funchess, Lisa	Volusia County Health Department - WIC, Nutrition
Galloway, Pinkie	WIC
Givens Hajj-Mak, Cassandra	Mid Florida Community Services
Johnson, Bev	Volusia Flagler Family YMCA
Junco, John A.	Boy Scouts of America
Marchena, Tonia	Volusia County Health Department
Moran, Teresa	Volusia County Health Department
Rogers, Teresa	Volusia Flagler Family YMCA
Schlageter, Deborah	One Voice for Volusia
Selesky, Cheryl	Volusia County Schools
Sorensen, Bonnie	Volusia County Health Department
Wycuff, Lauren	Early Learning Coalition of Flagler/Volusia

Welcome and Roundtable Introductions

Dr. Sorensen called the meeting to order at 2 p.m. Roundtable introductions ensued. Dr. Sorensen shared an overview of the efforts to date, adding the minutes from the last two meetings of three committees are online at www.letsmovevolusiasyouth.org. She introduced Teresa Moran to report on the Community Inventory.

Community Inventory, Action Plan and Exercise

Ms. Moran shared the information provided to date, directing attendees to the Community Inventory in the meeting packet. She encouraged all to complete and return the forms to be added to this resource and share with others. It is expected that the Community Directory will expand to include general program information as well as the promising practices conducted and available locally.

Ms. Schlageter led attendees through the draft Community Action Plan and an exercise for attendees to "sign up" for the strategies and respective action steps that may be of interest and/or in line with their work. Discussion ensued. Ms. Schlageter and Ms. Moran will update the draft Community Action Plan and make available for the Committee members for final recommendations. The final draft will be presented at the February coalition meeting.

Social Marketing Campaign

Ms. Johnson shared a social marketing campaign that she was instrumental in starting called Kidz Bite Back (<http://www.kidzbiteback.com/home.asp>). She shared the history of this initiative, designed and led by kids to address how companies target kids specifically in marketing their products. She shared this initiative as an

example of a social marketing campaign that Let's Move Volusia's YOUth Coalition could easily adopt and move forward with the area public information officers (all municipalities). Consensus was reached to move forward with the area public information officers to review the Kidz Bite Back social marketing campaign to either adopt in ways and/or create something from this model. Information will be presented at the next coalition meeting on the status of this effort.

Ms. Moran thanked all for their attendance and active participation. A proposed 2012 meeting schedule was presented but members will be notified electronically about meeting times/dates. There being no further business, the meeting adjourned.

Meeting Critiques:

The meeting critiques were as follows: 3 people completed the meeting critiques and 3 indicated the meeting was productive.

The next meeting could be improved by:

- More attendance and diversity from other organizations.
- Change in start times...

What I liked about this meeting was:

- A variety of information from more agencies.
- Very productive and was able to meet others that we may be able to work with.
- Presents an excellent opportunity to work/network with other community partners.

Other comments:

- To be added as one agency to improve youth and better eating. I would like to see DCF Food Stamp program offer better education about nutrition and how to spend vouchers.
- GREAT idea to bring community partners together for an important health initiative.